

ORDER



Orders
Order / Rev: 720571
Alt Order #: 06364482
Product Desc: AMERICAN CROSSROADS
Estimate: 1088
Flight Dates: 10/09/12 - 10/15/12
Original Date / Rev: 10/05/12 / 10/05/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Crossroads Media/ POL
Buying Contact:
Billing Contact:
 66 Canal Center Plaza Suite 500
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: American Crossroads
Demographic: A35+
Product Codes: IS-Candidate/Presidential,IS-Candidate/
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|--------------|
| 10/01/12 | 10/15/12 | 127 | \$291,575.00 | \$247,838.75 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|------------|---------------------|---------------------|-------------|
| October 2012 | 127 | \$291,575.00 | \$247,838.75 | 0.00 |
| Totals | 127 | \$291,575.00 | \$247,838.75 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Joe Knauer | | | Start Of Order - End Of Order | 100% |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----------------------|------|-------------------|-----------------|---|-------|--------------------------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| E 1 | WKYC | 10/12/12 | 10/12/12 | M-F 10-11a M-F 10-11a | CM | 10a-11a | ----F-- | :30 | 1 | \$800.00 | P-5 | 0.00 | NM | 1 | \$800.00 |
| TODAY SHOW III | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | ----F-- | | | | | 1 | \$800.00 | | 0.00 | | | |
| E 2 | WKYC | 10/12/12 | 10/12/12 | LN (M-Su) Late News (M-Su) | CM | 11P-1135P | ----F-- | :30 | 1 | \$4,500.00 | P-5 | 0.00 | NM | 1 | \$4,500.00 |
| CH. 3 NEWS AT 11P | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | ----F-- | | | | | 1 | \$4,500.00 | | 0.00 | | | |
| E 3 | WKYC | 10/12/12 | 10/12/12 | Tonight Show Tonight Show | CM | 1135p-1237a | ----F-- | :30 | 1 | \$2,800.00 | P-5 | 0.00 | NM | 1 | \$2,800.00 |
| TONIGHT SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | ----F-- | | | | | 1 | \$2,800.00 | | 0.00 | | | |
| E 4 | WKYC | 10/12/12 | 10/12/12 | Late Night Late Night w/Jimmy Fallon | CM | 1237a-136a | ----F-- | :30 | 1 | \$2,500.00 | P-5 | 0.00 | NM | 1 | \$2,500.00 |
| JIMMY FALLON | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | ----F-- | | | | | 1 | \$2,500.00 | | 0.00 | | | |
| E 5 | WKYC | 10/12/12 | 10/12/12 | Last Call Last Call w/Carson Daly | CM | 135a-205a <1:35 XM-2:05 XM> | ----F-- | :30 | 1 | \$800.00 | P-5 | 0.00 | NM | 1 | \$800.00 |
| LAST CALL-CARSON DALY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | ----F-- | | | | | 1 | \$800.00 | | 0.00 | | | |

Order / Rev: 720571
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Advertiser: American Crossroads
 Product Desc: AMERICAN CROSSROADS
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WKYC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------------------------|------|-------------------|-----------------|--|-------|------------------------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| E 6 | WKYC | 10/12/12 | 10/12/12 | Overnight M-Su Overnights | CM | M-Su 2xm-5am | ----F-- | :30 | 1 | \$300.00 | P-5 | 0.00 | NM | 1 | \$300.00 |
| OVERNIGHTS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | ----F-- | | | | | 1 | \$300.00 | | 0.00 | | | |
| E 7 | WKYC | 10/12/12 | 10/12/12 | Today Show Overnight Today Show Overnight | CM | 2xm-3xm (2:05 XM-2:35 XM) | ----F-- | :30 | 1 | \$300.00 | P-5 | 0.00 | NM | 1 | \$300.00 |
| TODAY ALL NIGHT | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | ----F-- | | | | | 1 | \$300.00 | | 0.00 | | | |
| E 8 | WKYC | 10/12/12 | 10/12/12 | M-F 3-4p The Doctors | CM | 3p-4p | ----F-- | :30 | 1 | \$800.00 | P-5 | 0.00 | NM | 1 | \$800.00 |
| DOCTORS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | ----F-- | | | | | 1 | \$800.00 | | 0.00 | | | |
| E 9 | WKYC | 10/12/12 | 10/12/12 | Early Today Early Today | CM | 4a-430a | ----F-- | :30 | 1 | \$200.00 | P-5 | 0.00 | NM | 1 | \$200.00 |
| CH3 EARLY TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | ----F-- | | | | | 1 | \$200.00 | | 0.00 | | | |
| E 10 | WKYC | 10/12/12 | 10/12/12 | M-F 4-5p Ellen Degeneres | CM | 4p-5p | ----F-- | :30 | 1 | \$1,000.00 | P-5 | 0.00 | NM | 1 | \$1,000.00 |
| ELLEN | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | ----F-- | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| E 11 | WKYC | 10/12/12 | 10/12/12 | M-F 430a-5a 430a News | CM | 430a-5a | ----F-- | :30 | 1 | \$375.00 | P-5 | 0.00 | NM | 1 | \$375.00 |
| CH3 4:30 AM NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | ----F-- | | | | | 1 | \$375.00 | | 0.00 | | | |
| E 12 | WKYC | 10/12/12 | 10/12/12 | M-F 5-6a Channel 3 News @ 5AM | CM | 5a-6a | ----F-- | :30 | 1 | \$1,200.00 | P-5 | 0.00 | NM | 1 | \$1,200.00 |
| CH. 3 NEWS SUNRISE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | ----F-- | | | | | 1 | \$1,200.00 | | 0.00 | | | |
| E 13 | WKYC | 10/12/12 | 10/12/12 | M-F 5-6p Dr. Phil | CM | 5p-6p | ----F-- | :30 | 1 | \$2,000.00 | P-5 | 0.00 | NM | 1 | \$2,000.00 |
| DR. PHIL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | ----F-- | | | | | 1 | \$2,000.00 | | 0.00 | | | |
| E 14 | WKYC | 10/12/12 | 10/12/12 | M-F 6-630p Channel 3 News at 6p | CM | 6p-630p | ----F-- | :30 | 1 | \$3,800.00 | P-5 | 0.00 | NM | 1 | \$3,800.00 |
| CH. 3 NEWS AT 6P (M-SUN) | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | ----F-- | | | | | 1 | \$3,800.00 | | 0.00 | | | |
| E 15 | WKYC | 10/12/12 | 10/12/12 | M-F 6-7a Channel 3 News Today @ 6AM | CM | 6a-7a | ----F-- | :30 | 1 | \$2,500.00 | P-5 | 0.00 | NM | 1 | \$2,500.00 |
| CH. 3 NEWS TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | ----F-- | | | | | 1 | \$2,500.00 | | 0.00 | | | |
| E 16 | WKYC | 10/12/12 | 10/12/12 | Nightly News Nightly News | CM | M-Su 6:28p-7p | ----F-- | :30 | 1 | \$8,000.00 | P-5 | 0.00 | NM | 1 | \$8,000.00 |
| NBC NIGHTLY NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | ----F-- | | | | | 1 | \$8,000.00 | | 0.00 | | | |
| E 17 | WKYC | 10/12/12 | 10/12/12 | M-F 7-730p Channel 3 News at 7P | CM | 7-730p | ----F-- | :30 | 1 | \$3,800.00 | P-5 | 0.00 | NM | 1 | \$3,800.00 |
| CH. 3 NEWS AT 7P | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | ----F-- | | | | | 1 | \$3,800.00 | | 0.00 | | | |
| E 18 | WKYC | 10/12/12 | 10/12/12 | | CM | 7a-9a | ----F-- | :30 | 1 | \$2,500.00 | P-5 | 0.00 | NM | 1 | \$2,500.00 |

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| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------------------------------|------|-------------------|-----------------|----------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| M-F 7-9a Today Today Show | | | | | | | | | | | | | | | |
| TODAY SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/08/12 | | 10/08/12 | 10/14/12 | ----F-- | | | | | 1 | \$2,500.00 | | 0.00 | | | |
| E 19 | WKYC | 10/12/12 | 10/12/12 | M-F 730-8p | CM | 730-8p | ----F-- | :30 | 1 | \$4,800.00 | P-5 | 0.00 | NM | 1 | \$4,800.00 |
| Entertainment Tonight | | | | | | | | | | | | | | | |
| ENTERTAINMENT TONIGHT | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/08/12 | | 10/08/12 | 10/14/12 | ----F-- | | | | | 1 | \$4,800.00 | | 0.00 | | | |
| E 20 | WKYC | 10/12/12 | 10/12/12 | M-F 9-10a Today II | CM | 9a-10a | ----F-- | :30 | 2 | \$1,200.00 | P-5 | 0.00 | NM | 2 | \$2,400.00 |
| Today Show II | | | | | | | | | | | | | | | |
| TODAY SHOW 9-10A | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/08/12 | | 10/08/12 | 10/14/12 | ----F-- | | | | | 2 | \$1,200.00 | | 0.00 | | | |
| E 21 | WKYC | 10/15/12 | 10/15/12 | M-F 10-11a | CM | 10a-11a | M----- | :30 | 1 | \$800.00 | P-5 | 0.00 | NM | 1 | \$800.00 |
| M-F 10-11a | | | | | | | | | | | | | | | |
| TODAY SHOW III | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/15/12 | | 10/15/12 | 10/21/12 | M----- | | | | | 1 | \$800.00 | | 0.00 | | | |
| E 22 | WKYC | 10/15/12 | 10/15/12 | LN (M-Su) | CM | 11P-1135P | M----- | :30 | 1 | \$4,500.00 | P-5 | 0.00 | NM | 1 | \$4,500.00 |
| Late News (M-Su) | | | | | | | | | | | | | | | |
| CH. 3 NEWS AT 11P | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/15/12 | | 10/15/12 | 10/21/12 | M----- | | | | | 1 | \$4,500.00 | | 0.00 | | | |
| E 23 | WKYC | 10/15/12 | 10/15/12 | Tonight Show | CM | 1135p-1237a | M----- | :30 | 1 | \$2,800.00 | P-5 | 0.00 | NM | 1 | \$2,800.00 |
| Tonight Show | | | | | | | | | | | | | | | |
| TONIGHT SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/15/12 | | 10/15/12 | 10/21/12 | M----- | | | | | 1 | \$2,800.00 | | 0.00 | | | |
| E 24 | WKYC | 10/15/12 | 10/15/12 | Late Night | CM | 1237a-136a | M----- | :30 | 1 | \$2,500.00 | P-5 | 0.00 | NM | 1 | \$2,500.00 |
| Late Night w/Jimmy Fallon | | | | | | | | | | | | | | | |
| JIMMY FALLON | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/15/12 | | 10/15/12 | 10/21/12 | M----- | | | | | 1 | \$2,500.00 | | 0.00 | | | |
| E 25 | WKYC | 10/15/12 | 10/15/12 | Last Call | CM | 135a-205a | M----- | :30 | 1 | \$800.00 | P-5 | 0.00 | NM | 1 | \$800.00 |
| Last Call w/Carson Daly | | | | | | | | | | | | | | | |
| LAST CALL-CARSON DALY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/15/12 | | 10/15/12 | 10/21/12 | M----- | | | | | 1 | \$800.00 | | 0.00 | | | |
| E 26 | WKYC | 10/15/12 | 10/15/12 | Overnight M-Su | CM | M-Su 2xm-5am | M----- | :30 | 1 | \$300.00 | P-5 | 0.00 | NM | 1 | \$300.00 |
| Overnights | | | | | | | | | | | | | | | |
| OVERNIGHTS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/15/12 | | 10/15/12 | 10/21/12 | M----- | | | | | 1 | \$300.00 | | 0.00 | | | |
| E 27 | WKYC | 10/15/12 | 10/15/12 | Today Show Overnight | CM | 2xm-3xm | M----- | :30 | 1 | \$300.00 | P-5 | 0.00 | NM | 1 | \$300.00 |
| Today Show Overnight | | | | | | | | | | | | | | | |
| TODAY ALL NIGHT | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/15/12 | | 10/15/12 | 10/21/12 | M----- | | | | | 1 | \$300.00 | | 0.00 | | | |
| E 28 | WKYC | 10/15/12 | 10/15/12 | M-F 3-4p | CM | 3p-4p | M----- | :30 | 1 | \$800.00 | P-5 | 0.00 | NM | 1 | \$800.00 |
| The Doctors | | | | | | | | | | | | | | | |
| DOCTORS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/15/12 | | 10/15/12 | 10/21/12 | M----- | | | | | 1 | \$800.00 | | 0.00 | | | |
| E 29 | WKYC | 10/15/12 | 10/15/12 | Early Today | CM | 4a-430a | M----- | :30 | 1 | \$200.00 | P-5 | 0.00 | NM | 1 | \$200.00 |
| Early Today | | | | | | | | | | | | | | | |
| CH3 EARLY TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/15/12 | | 10/15/12 | 10/21/12 | M----- | | | | | 1 | \$200.00 | | 0.00 | | | |
| E 30 | WKYC | 10/15/12 | 10/15/12 | | CM | 4p-5p | M----- | :30 | 1 | \$1,000.00 | P-5 | 0.00 | NM | 1 | \$1,000.00 |

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| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|------|----------|----------|--|-------|------------------------------|---------|-----|-------|------------|-----|------|------|-------|------------|
| M-F 4-5p Ellen Degeneres ELLEN <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 M----- 1 \$1,000.00 0.00 | | | | | | | | | | | | | | | |
| E 31 | WKYC | 10/15/12 | 10/15/12 | M-F 430a-5a 430a News | CM | 430a-5a | M----- | :30 | 1 | \$375.00 | P-5 | 0.00 | NM | 1 | \$375.00 |
| CH3 4:30 AM NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 M----- 1 \$375.00 0.00 | | | | | | | | | | | | | | | |
| E 32 | WKYC | 10/15/12 | 10/15/12 | M-F 5-6a Channel 3 News @ 5AM | CM | 5a-6a | M----- | :30 | 1 | \$1,200.00 | P-5 | 0.00 | NM | 1 | \$1,200.00 |
| CH. 3 NEWS SUNRISE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 M----- 1 \$1,200.00 0.00 | | | | | | | | | | | | | | | |
| E 33 | WKYC | 10/15/12 | 10/15/12 | M-F 5-6p Dr. Phil | CM | 5p-6p | M----- | :30 | 1 | \$2,000.00 | P-5 | 0.00 | NM | 1 | \$2,000.00 |
| DR. PHIL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 M----- 1 \$2,000.00 0.00 | | | | | | | | | | | | | | | |
| E 34 | WKYC | 10/15/12 | 10/15/12 | M-F 6-630p Channel 3 News at 6p | CM | 6p-630p | M----- | :30 | 1 | \$3,800.00 | P-5 | 0.00 | NM | 1 | \$3,800.00 |
| CH. 3 NEWS AT 6P (M-SUN) <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 M----- 1 \$3,800.00 0.00 | | | | | | | | | | | | | | | |
| E 35 | WKYC | 10/15/12 | 10/15/12 | M-F 6-7a Channel 3 News Today @ 6AM | CM | 6a-7a | M----- | :30 | 1 | \$2,500.00 | P-5 | 0.00 | NM | 1 | \$2,500.00 |
| CH. 3 NEWS TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 M----- 1 \$2,500.00 0.00 | | | | | | | | | | | | | | | |
| E 36 | WKYC | 10/15/12 | 10/15/12 | Nightly News Nightly News | CM | M-Su 6:28p-7p | M----- | :30 | 1 | \$8,000.00 | P-5 | 0.00 | NM | 1 | \$8,000.00 |
| NBC NIGHTLY NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 M----- 1 \$8,000.00 0.00 | | | | | | | | | | | | | | | |
| E 37 | WKYC | 10/15/12 | 10/15/12 | M-F 7-730p Channel 3 News at 7P | CM | 7-730p | M----- | :30 | 1 | \$3,800.00 | P-5 | 0.00 | NM | 1 | \$3,800.00 |
| CH. 3 NEWS AT 7P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 M----- 1 \$3,800.00 0.00 | | | | | | | | | | | | | | | |
| E 38 | WKYC | 10/15/12 | 10/15/12 | M-F 7-9a Today Today Show | CM | 7a-9a | M----- | :30 | 1 | \$2,500.00 | P-5 | 0.00 | NM | 1 | \$2,500.00 |
| TODAY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 M----- 1 \$2,500.00 0.00 | | | | | | | | | | | | | | | |
| E 39 | WKYC | 10/15/12 | 10/15/12 | M-F 730-8p Entertainment Tonight | CM | 730-8p | M----- | :30 | 1 | \$4,800.00 | P-5 | 0.00 | NM | 1 | \$4,800.00 |
| ENTERTAINMENT TONIGHT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 M----- 1 \$4,800.00 0.00 | | | | | | | | | | | | | | | |
| E 40 | WKYC | 10/15/12 | 10/15/12 | M-F 9-10a Today II Today Show II | CM | 9a-10a (9:00 AM-10:00 AM) | M----- | :30 | 2 | \$1,200.00 | P-5 | 0.00 | NM | 2 | \$2,400.00 |
| TODAY SHOW 9-10A <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/15/12 10/21/12 M----- 2 \$1,200.00 0.00 | | | | | | | | | | | | | | | |
| E 41 | WKYC | 10/13/12 | 10/13/12 | Sat Prime C Sat Prime C | CM | 10-11p | -----S- | :30 | 1 | \$3,500.00 | P-5 | 0.00 | NM | 1 | \$3,500.00 |
| LAW & ORDER SVU <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S- 1 \$3,500.00 0.00 | | | | | | | | | | | | | | | |
| E 42 | WKYC | 10/13/12 | 10/13/12 | | CM | SA 1030-11a | -----S- | :30 | 1 | \$800.00 | P-5 | 0.00 | NM | 1 | \$800.00 |

Order / Rev: 720571
Alt Order #: 06364482
Flight Dates: 10/09/12 - 10/15/12

Advertiser: American Crossroads
Product Desc: AMERICAN CROSSROADS
Estimate: 1088
WKYC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|------|----------|----------|--|-------|--------------------------------|---------|-----|-------|------------|-----|------|------|-------|------------|
| Browns Insider Browns Insider BROWNS INSIDER <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S- 1 \$800.00 0.00 | | | | | | | | | | | | | | | |
| E 43 | WKYC | 10/13/12 | 10/13/12 | Sat 11-1135p LN SAT | CM | 11-1130p | -----S- | :30 | 1 | \$4,500.00 | P-5 | 0.00 | NM | 1 | \$4,500.00 |
| CH. 3 NEWS AT 11P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S- 1 \$4,500.00 0.00 | | | | | | | | | | | | | | | |
| E 44 | WKYC | 10/13/12 | 10/13/12 | Saturday Night Live Saturday Night Live | CM | 1130p-107a | -----S- | :30 | 1 | \$3,000.00 | P-5 | 0.00 | NM | 1 | \$3,000.00 |
| SATURDAY NIGHT LIVE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S- 1 \$3,000.00 0.00 | | | | | | | | | | | | | | | |
| E 45 | WKYC | 10/13/12 | 10/13/12 | Overnight M-Su Overnights | CM | M-Su 2xm-5am | -----S- | :30 | 1 | \$300.00 | P-5 | 0.00 | NM | 1 | \$300.00 |
| OVERNIGHTS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S- 1 \$300.00 0.00 | | | | | | | | | | | | | | | |
| E 46 | WKYC | 10/13/12 | 10/13/12 | Sat 6-630p Channel 3 News at 6P SAT | CM | 6-630p | -----S- | :30 | 1 | \$3,800.00 | P-5 | 0.00 | NM | 1 | \$3,800.00 |
| CH. 3 NEWS AT 6P (M-SUN) <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S- 1 \$3,800.00 0.00 | | | | | | | | | | | | | | | |
| E 47 | WKYC | 10/13/12 | 10/13/12 | Nightly News Nightly News | CM | M-Su 6:28p-7p | -----S- | :30 | 1 | \$8,000.00 | P-5 | 0.00 | NM | 1 | \$8,000.00 |
| NBC NIGHTLY NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S- 1 \$8,000.00 0.00 | | | | | | | | | | | | | | | |
| E 48 | WKYC | 10/13/12 | 10/13/12 | Sat 7-8p Sat 7-8p | CM | 7-8p | -----S- | :30 | 1 | \$1,200.00 | P-5 | 0.00 | NM | 1 | \$1,200.00 |
| CRIME STOPPERS / CASH EXPLOSION <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S- 1 \$1,200.00 0.00 | | | | | | | | | | | | | | | |
| E 49 | WKYC | 10/13/12 | 10/13/12 | SAT TDY NBC Today Show (Sa) | CM | 7a-9a | -----S- | :30 | 1 | \$2,500.00 | P-5 | 0.00 | NM | 1 | \$2,500.00 |
| SATURDAY TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S- 1 \$2,500.00 0.00 | | | | | | | | | | | | | | | |
| E 50 | WKYC | 10/13/12 | 10/13/12 | Sat 9-1030a Channel 3 News 9am Sat | CM | 9a-1030a | -----S- | :30 | 1 | \$2,500.00 | P-5 | 0.00 | NM | 1 | \$2,500.00 |
| CH. 3 NEWS AT 9A <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S- 1 \$2,500.00 0.00 | | | | | | | | | | | | | | | |
| E 51 | WKYC | 10/14/12 | 10/14/12 | Golden Opportunities Golden Opportunities | CM | Golden Opportuniti- | -----S | :30 | 1 | \$700.00 | P-5 | 0.00 | NM | 1 | \$700.00 |
| GOLDEN OPPORTUNITIES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S 1 \$700.00 0.00 | | | | | | | | | | | | | | | |
| E 52 | WKYC | 10/14/12 | 10/14/12 | Post NFL News LN Sun Follows NFL | CM | Various | -----S | :30 | 1 | \$4,500.00 | P-5 | 0.00 | NM | 1 | \$4,500.00 |
| LATE NEWS (FOLLOWING NFL) <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S 1 \$4,500.00 0.00 | | | | | | | | | | | | | | | |
| E 53 | WKYC | 10/14/12 | 10/14/12 | LF (Su) Late Fringe (Su) | CM | 1130p-2a (12:30 XM-1:30 XM) | -----S | :30 | 1 | \$300.00 | P-5 | 0.00 | NM | 1 | \$300.00 |
| ET WEEKEND <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -----S 1 \$300.00 0.00 | | | | | | | | | | | | | | | |
| E 54 | WKYC | 10/14/12 | 10/14/12 | | CM | Browns Tonight | -----S | :30 | 1 | \$2,000.00 | P-5 | 0.00 | NM | 1 | \$2,000.00 |

Order / Rev: 720571
 Alt Order #: 06364482
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: American Crossroads
 Product Desc: AMERICAN CROSSROADS
 Estimate: 1088
WKYC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----------------------------------|------|-------------------|-----------------|-----------------|-------------------|----------------|-------------|-----|---------------|------------|-----|------|------|-------|------------|
| Browns Tonight | | | | | | | | | | | | | | | |
| Browns Tonight | | | | | | | | | | | | | | | |
| BROWNS TONIGHT | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | 1 | | \$2,000.00 | | 0.00 | | | | | | |
| E 55 | WKYC | 10/14/12 | 10/14/12 | Su 12-1230p | CM | 12-1230p /Su | -----S | :30 | 1 | \$1,200.00 | P-5 | 0.00 | NM | 1 | \$1,200.00 |
| Channel 3 News at Noon Su | | | | | | | | | | | | | | | |
| SUNDAY MIDDAY NEWS (N/A W/O 9/10 | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | 1 | | \$1,200.00 | | 0.00 | | | | | | |
| E 56 | WKYC | 10/14/12 | 10/14/12 | Sun 130x-230x | CM | 130a-2a | -----S | :30 | 1 | \$300.00 | P-5 | 0.00 | NM | 1 | \$300.00 |
| Sun 130x-2x (1:30 XM-2:00 XM) | | | | | | | | | | | | | | | |
| WHACKED OUT SPORTS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | 1 | | \$300.00 | | 0.00 | | | | | | |
| E 57 | WKYC | 10/14/12 | 10/14/12 | Overnight M-Su | CM | M-Su 2xm-5am | -----S | :30 | 1 | \$300.00 | P-5 | 0.00 | NM | 1 | \$300.00 |
| Overnights | | | | | | | | | | | | | | | |
| OVERNIGHTS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | 1 | | \$300.00 | | 0.00 | | | | | | |
| E 58 | WKYC | 10/14/12 | 10/14/12 | Sun 6-630p | CM | 6-630p | -----S | :30 | 1 | \$3,800.00 | P-5 | 0.00 | NM | 1 | \$3,800.00 |
| Channel 3 News at 6p SUN | | | | | | | | | | | | | | | |
| CH. 3 NEWS AT 6P (M-SUN) | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | 1 | | \$3,800.00 | | 0.00 | | | | | | |
| E 59 | WKYC | 10/14/12 | 10/14/12 | Nightly News | CM | M-Su 6:28p-7p | -----S | :30 | 1 | \$8,000.00 | P-5 | 0.00 | NM | 1 | \$8,000.00 |
| Nightly News | | | | | | | | | | | | | | | |
| NBC NIGHTLY NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | 1 | | \$8,000.00 | | 0.00 | | | | | | |
| E 60 | WKYC | 10/14/12 | 10/14/12 | SUN TDY | CM | 8a-9a | -----S | :30 | 1 | \$3,000.00 | P-5 | 0.00 | NM | 1 | \$3,000.00 |
| NBC Today Show (Su) | | | | | | | | | | | | | | | |
| SUNDAY TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | 1 | | \$3,000.00 | | 0.00 | | | | | | |
| E 61 | WKYC | 10/14/12 | 10/14/12 | Sun 9-1030a | CM | 9a-1030a | -----S | :30 | 1 | \$2,500.00 | P-5 | 0.00 | NM | 1 | \$2,500.00 |
| Channel 3 News Sun 9a | | | | | | | | | | | | | | | |
| CH. 3 NEWS AT 9A | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S | 1 | | \$2,500.00 | | 0.00 | | | | | | |
| E 62 | WKYC | 10/11/12 | 10/11/12 | M-F 10-11a | CM | 10a-11a | ---T--- | :30 | 1 | \$800.00 | P-5 | 0.00 | NM | 1 | \$800.00 |
| M-F 10-11a | | | | | | | | | | | | | | | |
| TODAY SHOW III | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | ---T--- | 1 | | \$800.00 | | 0.00 | | | | | | |
| E 63 | WKYC | 10/11/12 | 10/11/12 | M-F 11-1135p | CM | 11-1135p | ---T--- | :30 | 1 | \$4,500.00 | P-5 | 0.00 | NM | 1 | \$4,500.00 |
| Channel 3 News at 11p M-F | | | | | | | | | | | | | | | |
| CH. 3 NEWS AT 11P | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | ---T--- | 1 | | \$4,500.00 | | 0.00 | | | | | | |
| E 64 | WKYC | 10/11/12 | 10/11/12 | Tonight Show | CM | 1135p-1237a | ---T--- | :30 | 1 | \$2,800.00 | P-5 | 0.00 | NM | 1 | \$2,800.00 |
| Tonight Show | | | | | | | | | | | | | | | |
| TONIGHT SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | ---T--- | 1 | | \$2,800.00 | | 0.00 | | | | | | |
| E 65 | WKYC | 10/11/12 | 10/11/12 | Late Night | CM | 1237a-136a | ---T--- | :30 | 1 | \$2,500.00 | P-5 | 0.00 | NM | 1 | \$2,500.00 |
| Late Night w/Jimmy Fallon | | | | | | | | | | | | | | | |
| JIMMY FALLON | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | ---T--- | 1 | | \$2,500.00 | | 0.00 | | | | | | |
| E 66 | WKYC | 10/11/12 | 10/11/12 | | CM | 135a-205a | ---T--- | :30 | 1 | \$800.00 | P-5 | 0.00 | NM | 1 | \$800.00 |

Order / Rev: 720571
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WKYC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|------|-------------------|-----------------|----------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| Last Call | | | | | | | | | | | | | | | |
| Last Call w/Carson Daly (1:35 XM-2:05 XM) | | | | | | | | | | | | | | | |
| LAST CALL-CARSON DALY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/08/12 | | 10/08/12 | 10/14/12 | ---T--- | | | | | 1 | \$800.00 | | 0.00 | | | |
| E 67 | WKYC | 10/11/12 | 10/11/12 | Overnight M-Su | CM | M-Su 2xm-5am | ---T--- | :30 | 1 | \$300.00 | P-5 | 0.00 | NM | 1 | \$300.00 |
| Overnights | | | | | | | | | | | | | | | |
| OVERNIGHTS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/08/12 | | 10/08/12 | 10/14/12 | ---T--- | | | | | 1 | \$300.00 | | 0.00 | | | |
| E 68 | WKYC | 10/11/12 | 10/11/12 | Today Show Overnight | CM | 2xm-3xm | ---T--- | :30 | 1 | \$300.00 | P-5 | 0.00 | NM | 1 | \$300.00 |
| Today Show Overnight | | | | | | | | | | | | | | | |
| TODAY ALL NIGHT | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/08/12 | | 10/08/12 | 10/14/12 | ---T--- | | | | | 1 | \$300.00 | | 0.00 | | | |
| E 69 | WKYC | 10/11/12 | 10/11/12 | M-F 3-4p | CM | 3p-4p | ---T--- | :30 | 1 | \$800.00 | P-5 | 0.00 | NM | 1 | \$800.00 |
| The Doctors | | | | | | | | | | | | | | | |
| DOCTORS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/08/12 | | 10/08/12 | 10/14/12 | ---T--- | | | | | 1 | \$800.00 | | 0.00 | | | |
| E 70 | WKYC | 10/11/12 | 10/11/12 | Early Today | CM | 4a-430a | ---T--- | :30 | 1 | \$200.00 | P-5 | 0.00 | NM | 1 | \$200.00 |
| Early Today | | | | | | | | | | | | | | | |
| CH3 EARLY TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/08/12 | | 10/08/12 | 10/14/12 | ---T--- | | | | | 1 | \$200.00 | | 0.00 | | | |
| E 71 | WKYC | 10/11/12 | 10/11/12 | M-F 4-5p | CM | 4p-5p | ---T--- | :30 | 1 | \$1,000.00 | P-5 | 0.00 | NM | 1 | \$1,000.00 |
| Ellen Degeneres | | | | | | | | | | | | | | | |
| ELLEN | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/08/12 | | 10/08/12 | 10/14/12 | ---T--- | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| E 72 | WKYC | 10/11/12 | 10/11/12 | M-F 430a-5a | CM | 430a-5a | ---T--- | :30 | 1 | \$375.00 | P-5 | 0.00 | NM | 1 | \$375.00 |
| 430a News | | | | | | | | | | | | | | | |
| CH3 4:30 AM NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/08/12 | | 10/08/12 | 10/14/12 | ---T--- | | | | | 1 | \$375.00 | | 0.00 | | | |
| E 73 | WKYC | 10/11/12 | 10/11/12 | M-F 5-6a | CM | 5a-6a | ---T--- | :30 | 1 | \$1,200.00 | P-5 | 0.00 | NM | 1 | \$1,200.00 |
| Channel 3 News @ 5AM | | | | | | | | | | | | | | | |
| CH. 3 NEWS SUNRISE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/08/12 | | 10/08/12 | 10/14/12 | ---T--- | | | | | 1 | \$1,200.00 | | 0.00 | | | |
| E 74 | WKYC | 10/11/12 | 10/11/12 | M-F 5-6p | CM | 5p-6p | ---T--- | :30 | 1 | \$2,000.00 | P-5 | 0.00 | NM | 1 | \$2,000.00 |
| Dr. Phil | | | | | | | | | | | | | | | |
| DR. PHIL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/08/12 | | 10/08/12 | 10/14/12 | ---T--- | | | | | 1 | \$2,000.00 | | 0.00 | | | |
| E 75 | WKYC | 10/11/12 | 10/11/12 | M-F 6-630p | CM | 6p-630p | ---T--- | :30 | 1 | \$3,800.00 | P-5 | 0.00 | NM | 1 | \$3,800.00 |
| Channel 3 News at 6p | | | | | | | | | | | | | | | |
| CH. 3 NEWS AT 6P (M-SUN) | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/08/12 | | 10/08/12 | 10/14/12 | ---T--- | | | | | 1 | \$3,800.00 | | 0.00 | | | |
| E 76 | WKYC | 10/11/12 | 10/11/12 | M-F 6-7a | CM | 6a-7a | ---T--- | :30 | 1 | \$2,500.00 | P-5 | 0.00 | NM | 1 | \$2,500.00 |
| Channel 3 News Today @ 6AM | | | | | | | | | | | | | | | |
| CH. 3 NEWS TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/08/12 | | 10/08/12 | 10/14/12 | ---T--- | | | | | 1 | \$2,500.00 | | 0.00 | | | |
| E 77 | WKYC | 10/11/12 | 10/11/12 | Nightly News | CM | M-Su 6:28p-7p | ---T--- | :30 | 1 | \$8,000.00 | P-5 | 0.00 | NM | 1 | \$8,000.00 |
| Nightly News | | | | | | | | | | | | | | | |
| NBC NIGHTLY NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: 10/08/12 | | 10/08/12 | 10/14/12 | ---T--- | | | | | 1 | \$8,000.00 | | 0.00 | | | |
| E 78 | WKYC | 10/11/12 | 10/11/12 | | CM | 7-730p | ---T--- | :30 | 1 | \$3,800.00 | P-5 | 0.00 | NM | 1 | \$3,800.00 |

Order / Rev: 720571
 Alt Order #: 06364482
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: American Crossroads
 Product Desc: AMERICAN CROSSROADS
 Estimate: 1088

WKYC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------------------------------------|------|-------------------|-----------------|--|-------------------|------------------------------------|-------------|-----|---------------|------------|-----|------|------|-------|------------|
| M-F 7-730p Channel 3 News at 7P | | | | | | | | | | | | | | | |
| CH. 3 NEWS AT 7P | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | ---T--- | 1 | | \$3,800.00 | | 0.00 | | | | | | |
| E 79 | WKYC | 10/11/12 | 10/11/12 | M-F 7-9a Today Today Show | CM | 7a-9a | ---T--- | :30 | 1 | \$2,500.00 | P-5 | 0.00 | NM | 1 | \$2,500.00 |
| TODAY SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | ---T--- | 1 | | \$2,500.00 | | 0.00 | | | | | | |
| E 80 | WKYC | 10/11/12 | 10/11/12 | M-F 730-8p Entertainment Tonight | CM | 730-8p | ---T--- | :30 | 1 | \$4,800.00 | P-5 | 0.00 | NM | 1 | \$4,800.00 |
| ENTERTAINMENT TONIGHT | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | ---T--- | 1 | | \$4,800.00 | | 0.00 | | | | | | |
| E 81 | WKYC | 10/11/12 | 10/11/12 | M-F 9-10a Today II Today Show II | CM | 9a-10a | ---T--- | :30 | 2 | \$1,200.00 | P-5 | 0.00 | NM | 2 | \$2,400.00 |
| TODAY SHOW 9-10A | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | ---T--- | 2 | | \$1,200.00 | | 0.00 | | | | | | |
| E 82 | WKYC | 10/09/12 | 10/09/12 | M-F 10-11a M-F 10-11a | CM | 10a-11a | -T----- | :30 | 1 | \$800.00 | P-5 | 0.00 | NM | 1 | \$800.00 |
| TODAY SHOW III | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -T----- | 1 | | \$800.00 | | 0.00 | | | | | | |
| E 83 | WKYC | 10/09/12 | 10/09/12 | M-F 11-1135p Channel 3 News at 11p M-F | CM | 11-1135p | -T----- | :30 | 1 | \$4,500.00 | P-5 | 0.00 | NM | 1 | \$4,500.00 |
| CH. 3 NEWS AT 11P | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -T----- | 1 | | \$4,500.00 | | 0.00 | | | | | | |
| E 84 | WKYC | 10/09/12 | 10/09/12 | Tonight Show Tonight Show | CM | 1135p-1237a (11:35 PM-12:35 XM) | -T----- | :30 | 1 | \$2,800.00 | P-5 | 0.00 | NM | 1 | \$2,800.00 |
| TONIGHT SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -T----- | 1 | | \$2,800.00 | | 0.00 | | | | | | |
| E 85 | WKYC | 10/09/12 | 10/09/12 | Late Night Late Night w/Jimmy Fallon | CM | 1237a-136a | -T----- | :30 | 1 | \$2,500.00 | P-5 | 0.00 | NM | 1 | \$2,500.00 |
| JIMMY FALLON | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -T----- | 1 | | \$2,500.00 | | 0.00 | | | | | | |
| E 86 | WKYC | 10/09/12 | 10/09/12 | Last Call Last Call w/Carson Daly | CM | 135a-205a <1:35 XM-2:05 XM> | -T----- | :30 | 1 | \$800.00 | P-5 | 0.00 | NM | 1 | \$800.00 |
| LAST CALL-CARSON DALY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -T----- | 1 | | \$800.00 | | 0.00 | | | | | | |
| E 87 | WKYC | 10/09/12 | 10/09/12 | Overnight M-Su Overnights | CM | M-Su 2xm-5am | -T----- | :30 | 1 | \$300.00 | P-5 | 0.00 | NM | 1 | \$300.00 |
| OVERNIGHTS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -T----- | 1 | | \$300.00 | | 0.00 | | | | | | |
| E 88 | WKYC | 10/09/12 | 10/09/12 | Today Show Overnight Today Show Overnight | CM | 2xm-3xm | -T----- | :30 | 1 | \$300.00 | P-5 | 0.00 | NM | 1 | \$300.00 |
| TODAY ALL NIGHT | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -T----- | 1 | | \$300.00 | | 0.00 | | | | | | |
| E 89 | WKYC | 10/09/12 | 10/09/12 | M-F 3-4p The Doctors | CM | 3p-4p | -T----- | :30 | 1 | \$800.00 | P-5 | 0.00 | NM | 1 | \$800.00 |
| DOCTORS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -T----- | 1 | | \$800.00 | | 0.00 | | | | | | |
| E 90 | WKYC | 10/09/12 | 10/09/12 | | CM | 4a-430a | -T----- | :30 | 1 | \$200.00 | P-5 | 0.00 | NM | 1 | \$200.00 |

Order / Rev: 720571
 Alt Order #: 06364482
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: American Crossroads
 Product Desc: AMERICAN CROSSROADS
 Estimate: 1088

WKYC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--------------------------|------|-------------------|-----------------|----------------------------|-------|-------------------|---------|-----|-------------|------------|-----|---------------|------|-------|------------|
| | | | | Early Today | | | | | | | | | | | |
| | | | | Early Today | | | | | | | | | | | |
| CH3 EARLY TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -T----- | | 1 | | | \$200.00 | | | 0.00 | | | |
| E 91 | WKYC | 10/09/12 | 10/09/12 | M-F 4-5p | CM | 4p-5p | -T----- | :30 | 1 | \$1,000.00 | P-5 | 0.00 | NM | 1 | \$1,000.00 |
| | | | | Ellen Degeneres | | | | | | | | | | | |
| ELLEN | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -T----- | | 1 | | | \$1,000.00 | | | 0.00 | | | |
| E 92 | WKYC | 10/09/12 | 10/09/12 | M-F 430a-5a | CM | 430a-5a | -T----- | :30 | 1 | \$375.00 | P-5 | 0.00 | NM | 1 | \$375.00 |
| | | | | 430a News | | | | | | | | | | | |
| CH3 4:30 AM NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -T----- | | 1 | | | \$375.00 | | | 0.00 | | | |
| E 93 | WKYC | 10/09/12 | 10/09/12 | M-F 5-6a | CM | 5a-6a | -T----- | :30 | 1 | \$1,200.00 | P-5 | 0.00 | NM | 1 | \$1,200.00 |
| | | | | Channel 3 News @ 5AM | | | | | | | | | | | |
| CH. 3 NEWS SUNRISE | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -T----- | | 1 | | | \$1,200.00 | | | 0.00 | | | |
| E 94 | WKYC | 10/09/12 | 10/09/12 | M-F 5-6p | CM | 5p-6p | -T----- | :30 | 1 | \$2,000.00 | P-5 | 0.00 | NM | 1 | \$2,000.00 |
| | | | | Dr. Phil | | | | | | | | | | | |
| DR. PHIL | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -T----- | | 1 | | | \$2,000.00 | | | 0.00 | | | |
| E 95 | WKYC | 10/09/12 | 10/09/12 | M-F 6-630p | CM | 6p-630p | -T----- | :30 | 1 | \$3,800.00 | P-5 | 0.00 | NM | 1 | \$3,800.00 |
| | | | | Channel 3 News at 6p | | | | | | | | | | | |
| CH. 3 NEWS AT 6P (M-SUN) | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -T----- | | 1 | | | \$3,800.00 | | | 0.00 | | | |
| E 96 | WKYC | 10/09/12 | 10/09/12 | M-F 6-7a | CM | 6a-7a | -T----- | :30 | 1 | \$2,500.00 | P-5 | 0.00 | NM | 1 | \$2,500.00 |
| | | | | Channel 3 News Today @ 6AM | | | | | | | | | | | |
| CH. 3 NEWS TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -T----- | | 1 | | | \$2,500.00 | | | 0.00 | | | |
| E 97 | WKYC | 10/09/12 | 10/09/12 | Nightly News | CM | M-Su 6:28p-7p | -T----- | :30 | 1 | \$8,000.00 | P-5 | 0.00 | NM | 1 | \$8,000.00 |
| | | | | Nightly News | | | | | | | | | | | |
| NBC NIGHTLY NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -T----- | | 1 | | | \$8,000.00 | | | 0.00 | | | |
| E 98 | WKYC | 10/09/12 | 10/09/12 | M-F 7-730p | CM | 7-730p | -T----- | :30 | 1 | \$3,800.00 | P-5 | 0.00 | NM | 1 | \$3,800.00 |
| | | | | Channel 3 News at 7P | | | | | | | | | | | |
| CH. 3 NEWS AT 7P | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -T----- | | 1 | | | \$3,800.00 | | | 0.00 | | | |
| E 99 | WKYC | 10/09/12 | 10/09/12 | M-F 7-9a Today | CM | 7a-9a | -T----- | :30 | 1 | \$2,500.00 | P-5 | 0.00 | NM | 1 | \$2,500.00 |
| | | | | Today Show | | | | | | | | | | | |
| TODAY SHOW | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -T----- | | 1 | | | \$2,500.00 | | | 0.00 | | | |
| E100 | WKYC | 10/09/12 | 10/09/12 | M-F 730-8p | CM | 730-8p | -T----- | :30 | 1 | \$4,800.00 | P-5 | 0.00 | NM | 1 | \$4,800.00 |
| | | | | Entertainment Tonight | | | | | | | | | | | |
| ENTERTAINMENT TONIGHT | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -T----- | | 1 | | | \$4,800.00 | | | 0.00 | | | |
| E101 | WKYC | 10/09/12 | 10/09/12 | M-F 9-10a Today II | CM | 9a-10a | -T----- | :30 | 2 | \$1,200.00 | P-5 | 0.00 | NM | 2 | \$2,400.00 |
| | | | | Today Show II | | | | | | | | | | | |
| TODAY SHOW 9-10A | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -T----- | | 2 | | | \$1,200.00 | | | 0.00 | | | |
| E102 | WKYC | 10/10/12 | 10/10/12 | | CM | 10a-11a | --W---- | :30 | 1 | \$800.00 | P-5 | 0.00 | NM | 1 | \$800.00 |

Order / Rev: 720571
 Alt Order #: 06364482
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: American Crossroads
 Product Desc: AMERICAN CROSSROADS
 Estimate: 1088

WKYC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|---------------------------|-------|----------------|-------------------|-----|-------------|------------|---------------|------|------|-------|------------|
| | | | | M-F 10-11a | | | | | | | | | | | |
| | | | | M-F 10-11a | | | | | | | | | | | |
| | | | | TODAY SHOW III | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | --W---- | | | 1 | | \$800.00 | | 0.00 | | | | |
| E103 | WKYC | 10/10/12 | 10/10/12 | Wed Prime C | CM | 10-11p | --W---- | :30 | 1 | \$8,000.00 | P-5 | 0.00 | NM | 1 | \$8,000.00 |
| | | | | Wed Prime C | | | | | | | | | | | |
| | | | | CHICAGO FIRE | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | --W---- | | | 1 | | \$8,000.00 | | 0.00 | | | | |
| E104 | WKYC | 10/10/12 | 10/10/12 | M-F 11-1135p | CM | 11-1135p | --W---- | :30 | 1 | \$4,500.00 | P-5 | 0.00 | NM | 1 | \$4,500.00 |
| | | | | Channel 3 News at 11p M-F | | | | | | | | | | | |
| | | | | CH. 3 NEWS AT 11P | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | --W---- | | | 1 | | \$4,500.00 | | 0.00 | | | | |
| E105 | WKYC | 10/10/12 | 10/10/12 | Tonight Show | CM | 1135p-1237a | --W---- | :30 | 1 | \$2,800.00 | P-5 | 0.00 | NM | 1 | \$2,800.00 |
| | | | | Tonight Show | | | | | | | | | | | |
| | | | | TONIGHT SHOW | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | --W---- | | | 1 | | \$2,800.00 | | 0.00 | | | | |
| E106 | WKYC | 10/10/12 | 10/10/12 | Late Night | CM | 1237a-136a | --W---- | :30 | 1 | \$2,500.00 | P-5 | 0.00 | NM | 1 | \$2,500.00 |
| | | | | Late Night w/Jimmy Fallon | | | | | | | | | | | |
| | | | | JIMMY FALLON | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | --W---- | | | 1 | | \$2,500.00 | | 0.00 | | | | |
| E107 | WKYC | 10/10/12 | 10/10/12 | Last Call | CM | 135a-205a | --W---- | :30 | 1 | \$800.00 | P-5 | 0.00 | NM | 1 | \$800.00 |
| | | | | Last Call w/Carson Daly | | | | | | | | | | | |
| | | | | (1:35 XM-2:05 XM) | | | | | | | | | | | |
| | | | | LAST CALL-CARSON DALY | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | --W---- | | | 1 | | \$800.00 | | 0.00 | | | | |
| E108 | WKYC | 10/10/12 | 10/10/12 | Overnight M-Su | CM | M-Su 2xm-5am | --W---- | :30 | 1 | \$300.00 | P-5 | 0.00 | NM | 1 | \$300.00 |
| | | | | Overnights | | | | | | | | | | | |
| | | | | OVERNIGHTS | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | --W---- | | | 1 | | \$300.00 | | 0.00 | | | | |
| E109 | WKYC | 10/10/12 | 10/10/12 | Today Show Overnight | CM | 2xm-3xm | --W---- | :30 | 1 | \$300.00 | P-5 | 0.00 | NM | 1 | \$300.00 |
| | | | | Today Show Overnight | | | | | | | | | | | |
| | | | | TODAY ALL NIGHT | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | --W---- | | | 1 | | \$300.00 | | 0.00 | | | | |
| E110 | WKYC | 10/10/12 | 10/10/12 | M-F 3-4p | CM | 3p-4p | --W---- | :30 | 1 | \$800.00 | P-5 | 0.00 | NM | 1 | \$800.00 |
| | | | | The Doctors | | | | | | | | | | | |
| | | | | DOCTORS | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | --W---- | | | 1 | | \$800.00 | | 0.00 | | | | |
| E111 | WKYC | 10/10/12 | 10/10/12 | Early Today | CM | 4a-430a | --W---- | :30 | 1 | \$200.00 | P-5 | 0.00 | NM | 1 | \$200.00 |
| | | | | Early Today | | | | | | | | | | | |
| | | | | CH3 EARLY TODAY | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | --W---- | | | 1 | | \$200.00 | | 0.00 | | | | |
| E112 | WKYC | 10/10/12 | 10/10/12 | M-F 4-5p | CM | 4p-5p | --W---- | :30 | 1 | \$1,000.00 | P-5 | 0.00 | NM | 1 | \$1,000.00 |
| | | | | Ellen Degeneres | | | | | | | | | | | |
| | | | | ELLEN | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | --W---- | | | 1 | | \$1,000.00 | | 0.00 | | | | |
| E113 | WKYC | 10/10/12 | 10/10/12 | M-F 430a-5a | CM | 430a-5a | --W---- | :30 | 1 | \$375.00 | P-5 | 0.00 | NM | 1 | \$375.00 |
| | | | | 430a News | | | | | | | | | | | |
| | | | | CH3 4:30 AM NEWS | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | | 10/08/12 | 10/14/12 | --W---- | | | 1 | | \$375.00 | | 0.00 | | | | |
| E114 | WKYC | 10/10/12 | 10/10/12 | | CM | 5a-6a | --W---- | :30 | 1 | \$1,200.00 | P-5 | 0.00 | NM | 1 | \$1,200.00 |

Order / Rev: 720571
Alt Order #: 06364482
Flight Dates: 10/09/12 - 10/15/12

Advertiser: American Crossroads
Product Desc: AMERICAN CROSSROADS
Estimate: 1088
WKYC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----------------|------|-------------------|-----------------|--|-------------------|----------------|-------------|-----|---------------|------------|-----|------|--------|-------|--------------|
| | | | | M-F 5-6a Channel 3 News @ 5AM | | | | | | | | | | | |
| | | | | CH. 3 NEWS SUNRISE | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/08/12 | | 10/08/12 | 10/14/12 | --W---- | 1 | | \$1,200.00 | | 0.00 | | | | | | |
| E115 | WKYC | 10/10/12 | 10/10/12 | M-F 5-6p Dr. Phil | CM | 5p-6p | --W---- | :30 | 1 | \$2,000.00 | P-5 | 0.00 | NM | 1 | \$2,000.00 |
| | | | | DR. PHIL | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/08/12 | | 10/08/12 | 10/14/12 | --W---- | 1 | | \$2,000.00 | | 0.00 | | | | | | |
| E116 | WKYC | 10/10/12 | 10/10/12 | M-F 6-630p Channel 3 News at 6p | CM | 6p-630p | --W---- | :30 | 1 | \$3,800.00 | P-5 | 0.00 | NM | 1 | \$3,800.00 |
| | | | | CH. 3 NEWS AT 6P (M-SUN) | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/08/12 | | 10/08/12 | 10/14/12 | --W---- | 1 | | \$3,800.00 | | 0.00 | | | | | | |
| E117 | WKYC | 10/10/12 | 10/10/12 | M-F 6-7a Channel 3 News Today @ 6AM | CM | 6a-7a | --W---- | :30 | 1 | \$2,500.00 | P-5 | 0.00 | NM | 1 | \$2,500.00 |
| | | | | CH. 3 NEWS TODAY | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/08/12 | | 10/08/12 | 10/14/12 | --W---- | 1 | | \$2,500.00 | | 0.00 | | | | | | |
| E118 | WKYC | 10/10/12 | 10/10/12 | Nightly News Nightly News | CM | M-Su 6:28p-7p | --W---- | :30 | 1 | \$8,000.00 | P-5 | 0.00 | NM | 1 | \$8,000.00 |
| | | | | NBC NIGHTLY NEWS | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/08/12 | | 10/08/12 | 10/14/12 | --W---- | 1 | | \$8,000.00 | | 0.00 | | | | | | |
| E119 | WKYC | 10/10/12 | 10/10/12 | M-F 7-730p Channel 3 News at 7P | CM | 7-730p | --W---- | :30 | 1 | \$3,800.00 | P-5 | 0.00 | NM | 1 | \$3,800.00 |
| | | | | CH. 3 NEWS AT 7P | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/08/12 | | 10/08/12 | 10/14/12 | --W---- | 1 | | \$3,800.00 | | 0.00 | | | | | | |
| E120 | WKYC | 10/10/12 | 10/10/12 | M-F 7-9a Today Today Show | CM | 7a-9a | --W---- | :30 | 1 | \$2,500.00 | P-5 | 0.00 | NM | 1 | \$2,500.00 |
| | | | | TODAY SHOW | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/08/12 | | 10/08/12 | 10/14/12 | --W---- | 1 | | \$2,500.00 | | 0.00 | | | | | | |
| E121 | WKYC | 10/10/12 | 10/10/12 | M-F 730-8p Entertainment Tonight | CM | 730-8p | --W---- | :30 | 1 | \$4,800.00 | P-5 | 0.00 | NM | 1 | \$4,800.00 |
| | | | | ENTERTAINMENT TONIGHT | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/08/12 | | 10/08/12 | 10/14/12 | --W---- | 1 | | \$4,800.00 | | 0.00 | | | | | | |
| E122 | WKYC | 10/10/12 | 10/10/12 | M-F 9-10a Today II Today Show II | CM | 9a-10a | --W---- | :30 | 2 | \$1,200.00 | P-5 | 0.00 | NM | 2 | \$2,400.00 |
| | | | | TODAY SHOW 9-10A | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 10/08/12 | | 10/08/12 | 10/14/12 | --W---- | 2 | | \$1,200.00 | | 0.00 | | | | | | |
| | | | | | | | | | | | | | Totals | 127 | \$291,575.00 |